

2026 LUNGE FORWARD EVENTS

Cary, NC
Charlotte, NC
Greensboro, NC
Greenville, NC

LUNGE FORWARD

5K RUN, WALK AND CELEBRATION
BENEFITING LUNG CANCER INITIATIVE



BECOME
A SPONSOR!

2026 SPONSORSHIP
OPPORTUNITIES



PARTICIPATE | SPONSOR | DONATE | VOLUNTEER



ABOUT LUNG CANCER INITIATIVE

Lung cancer claims more lives than any other cancer—as many as breast, colon, and prostate cancers combined. In 2025, an estimated 226,650 people in the U.S. will be diagnosed with lung cancer, with 8,810 new cases expected in North Carolina alone. Although lung cancer has the highest mortality rate of all cancer types, it receives far less federal funding than other cancers. Research dollars for lung cancer trail behind those allocated for breast, prostate, and colon cancers, even though it causes more deaths than any of them. In light of the tremendous need for more research funding as well as programs to assist the many thousands of people affected by lung cancer, Lung Cancer Initiative (LCI) has developed impactful programs that provide vital resources, education and awareness, and financial assistance for patients in need.

Lung Cancer Initiative seeks to address the tremendous need for more research funding as well as programs to support the many thousands of people in our community impacted by lung cancer. Our mission is to advance survivorship and provide support to those affected by lung cancer through research, education and access programs. As the state's leading non-profit organization supporting lung cancer research and education, LCI specializes in connecting patients, survivors and loved ones with the medical and research communities. Our goal is to fuel medical discovery, increase survival, and provide a network of hope and action for those facing lung cancer. We have a high standard of fiscal responsibility for the funds we raise, and we pledge to maintain that standard while increasing advocacy across our state.

WHERE THE MONEY GOES

RESEARCH: Lung cancer research is a key priority for LCI as it is making a tremendous difference in extending lung cancer survival and giving hope to people facing this disease. We are also committed to providing opportunities for researchers earlier in their careers to encourage their continued growth and involvement in the field of lung cancer. **Since our founding in 2008, LCI has funded \$4.2 million in lung cancer research!**

SURVIVOR SUPPORT AND ACCESS TO CARE PROGRAMS: LCI offers a variety of programs and resources designed to support lung cancer survivors and their caregivers at all stages of their journey, from diagnosis to long-term survivorship. Our **Survivor Engagement Program** includes monthly survivor lunches, an annual Survivor Wellness Retreat, and other survivor networking events. LCI also assists lung cancer patients in need through the **Tomma Hargraves Gas Card Program** and the **Patient Emergency Fund**, which help patients access their treatment and meet their basic needs during treatment.

EDUCATION AND AWARENESS PROGRAMS: Together with our partners at cancer centers and local organizations, LCI offers a wide variety of educational opportunities for everyone in our community!

- **Our Community Education programs** allow members of the community to come together to hear the latest information about lung cancer screening, research, treatment options, and related topics.
- **Patient Education** is also a priority. We distribute free print and online materials to patients and physician offices, which provides patients with vital information to help them and their caregivers better understand a diagnosis of lung cancer and make well-informed decisions about their care and treatment.
- **We also offer Provider Education** opportunities, which offer health care professionals information on how to improve lung cancer screening rates, keep up with research advancements, and increase awareness of LCI's patient support programs so that they can share them with their patients.



LUNGE FORWARD FOR LUNG CANCER!

Lung Cancer Initiative's four LUNGE Forward Run, Walk and Celebration events unite hundreds of people in cities across North Carolina to make a difference for those impacted by lung cancer!

Each event is a day of celebration and remembrance, as well as an opportunity to take action and provide hope to those facing a lung cancer diagnosis. We invite you to join with other corporate and individual leaders in making a contribution. The more money raised, the closer we come to finding a cure!



WAYS TO GET INVOLVED!

- *Sponsor one LUNGE Forward event...or two...or the whole series!*
- *Make an in-kind donation*
- *Register to participate*
- *Form a team and fundraise*
- *Volunteer*

2026 LUNGE FORWARD EVENTS

Triangle LUNGE Forward 5K Walk, Run & Celebration

DATE: Saturday, March 21, 2026

TIME: 8:30 AM – 11:00 AM

LOCATION: Koka Booth Amphitheatre
8003 Regency Parkway, Cary, NC 27518

Charlotte LUNGE Forward 5K Walk, Run & Celebration

DATE: Saturday, May 16, 2026

TIME: 8:30 AM – 11:00 AM

LOCATION: McAlpine Creek Park
8711 Monroe Road, Charlotte, NC 28212

Greenville LUNGE Forward 5K Walk, Run & Celebration

DATE: September 2026

TIME: 8:30 AM – 11:00 AM

LOCATION: H. Boyd Lee Park
5184 Corey Rd, Greenville, NC 27834

Triad LUNGE Forward 5K Walk, Run & Celebration

DATE: Saturday, October 3, 2026

TIME: 8:30 AM – 11:00 AM

LOCATION: Country Park
2905 Nathanael Green Dr, Greensboro, NC 27455

2026 SPONSORSHIP OPPORTUNITIES



	Benefits	Series (all LUNGes)	Presenting	Platinum	Gold	Silver	Bronze	Copper
EVENTS	Series	\$40,000						
	Triangle LUNGe	included	\$20,000	\$10,000	\$7,500	\$5,500	\$2,500	\$1,000
	Charlotte LUNGe	included	\$20,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
	Greenville LUNGe	included	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	N/A
	Triad LUNGe	included	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	N/A
EXCLUSIVE	Complimentary registrations	40 (10 per event)	20	15	10	5	2	1
	Sponsorship with high visibility and outreach opportunities at all four LUNGe Forward events	●						
	Sponsor highlighted in: • All promotional materials • Registration page and LCI website • Sponsor page on Registration website • Race shirt and signage • Sponsor event day banner	●	●					
	Company logo recognition on finisher medals at timed events	●						
	Right of first refusal for the 2027 Presenting Sponsor opportunity		●					
PROMOTION AND SIGNAGE	Sponsor logo printed on participant bibs at timed events		●					
	Individual thank you on social media	●	●	●				
	Logo and link on event home page	●	●	●	●	●	●	●
	Logo recognition in email blasts	●	●	●	●	●	●	●
	Logo and link on website sponsor page	●	●	●	●	●	●	●
	Thank you in social media captions	●	●	●	●	●	●	●
	Recognition of top tier sponsors in all event press releases, press conferences, and on event day	●	●					
	Sponsor logo printed on all event shirts	●	●	●	●	●	●	NAME ONLY
	Company name/logo included on event printed materials including flyers and sponsor banner at event	●	●	●	●	●	●	NAME ONLY
	Option to speak from stage during celebration and in media opportunities leading up to event		●					
OUTREACH	Option to speak from stage at one LUNGe event	●						
	Exhibit space in prominent location with tent, table, and chairs at event	●	●					
	Exhibit space with table and chairs at event			●	●	●	●	●
	Opportunity to include promotional products in survivor swag bags	●	●	●	●	●	●	●



OTHER SPONSORSHIP & SUPPORT OPPORTUNITIES

SURVIVOR TENT SPONSOR

TRIANGLE OR CHARLOTTE LUNGE: \$12,000
GREENVILLE OR TRIAD LUNGE: \$10,000

- Entitled to all Platinum Level sponsor benefits
- Your name/logo displayed on banner at the Survivor Tent as "Survivor Tent Sponsored by [YOUR NAME]".
- Option to provide survivor goody bags with your logo

FINISH LINE SPONSOR:

TRIANGLE OR CHARLOTTE LUNGE: \$12,000
GREENVILLE OR TRIAD LUNGE: \$10,000

- Entitled to all Platinum Level sponsor benefits
- Your name/logo displayed prominently at the finish line as "Finish Line Sponsored by [YOUR NAME]".

REGISTRATION SPONSOR

TRIANGLE OR CHARLOTTE LUNGE: \$12,000
GREENVILLE OR TRIAD LUNGE: \$10,000

- Entitled to all Platinum Level sponsor benefits
- Your name/logo displayed prominently on signage at registration as "Registration Sponsored by [YOUR NAME]".

MEDIA SPONSOR

- Custom packages will be created based on media type.

LUNGE SERIES RACE SHIRT SPONSOR

ALL 4 LUNGE EVENTS: \$13,000

- Entitled to all Platinum Level sponsor benefits
- Your name/logo displayed prominently on race shirt worn by all participants at all four LUNGE events.
- In-kind donations of race shirts are accepted for this sponsorship!

IN-KIND DONATIONS NEEDED!

- **In-kind sponsorships are welcome, and their monetary value can be counted toward sponsorship levels!**

Examples of in-kind donations that are most needed include:

- Race shirts (see "Race Shirt Sponsor")
- Printing (flyers, postcards, signage, etc.)
- Food/snacks/beverages, including bottled water, coffee, tea, sports drinks, energy bars, fruit, vegetables, bagels, ice cream, cupcakes, pizza, donuts, trail mix, etc.
- Portable toilets
- Awards/medals
- Hotel accommodations
- DJ/sound services
- Swag bag items given to all participants (minimum quantity of 20 per event)

RACE SHIRT SPONSOR (ONE EVENT)

TRIANGLE OR CHARLOTTE LUNGE: \$4,000
GREENVILLE OR TRIAD LUNGE: \$3,000

- Entitled to all Silver Level sponsor benefits
- Your name/logo displayed prominently on race shirt worn by all participants at the LUNGE event you select.
- In-kind donations of race shirts are accepted for this sponsorship!

2026 SPONSOR COMMITMENT FORM

Please indicate location(s) and LUNGE Forward sponsorship level(s) below.

SERIES SPONSORSHIP: ☐ Series (Includes Triangle, Charlotte, Greenville, and Triad LUNGE events) - \$40,000

TRIANGLE LUNGE:	<input type="radio"/> Presenting \$20,000	<input type="radio"/> Platinum \$10,000	<input type="radio"/> Gold \$7,500	<input type="radio"/> Silver \$5,000	<input type="radio"/> Bronze \$2,500	<input type="radio"/> Copper \$1,000
CHARLOTTE LUNGE:	<input type="radio"/> Presenting \$20,000	<input type="radio"/> Platinum \$10,000	<input type="radio"/> Gold \$7,500	<input type="radio"/> Silver \$5,000	<input type="radio"/> Bronze \$2,500	<input type="radio"/> Copper \$1,000
GREENVILLE LUNGE:	<input type="radio"/> Presenting \$10,000	<input type="radio"/> Platinum \$7,500	<input type="radio"/> Gold \$5,000	<input type="radio"/> Silver \$2,500	<input type="radio"/> Bronze \$1,000	
TRIAD LUNGE:	<input type="radio"/> Presenting \$10,000	<input type="radio"/> Platinum \$7,500	<input type="radio"/> Gold \$5,000	<input type="radio"/> Silver \$2,500	<input type="radio"/> Bronze \$1,000	

OTHER SPONSORSHIP/SUPPORT OPPORTUNITY: _____

Sponsor Information

Company Name (list exactly as should appear in promotional materials)

Mailing Address (including city, state and zip):

Contact Person

Title

Email

Phone

Website

Do you plan to exhibit at the event? ☐ yes ☐ no

Do you plan to provide promotional items for survivor swag bags? ☐ yes ☐ no

Please submit **high-resolution logo in .PNG, .JPG OR .SVG formats** to soehler@lungcancerinitiative.org.

Please provide **social media handles** here:

Facebook: _____ Instagram: _____

X: _____ TikTok: _____

Method of Payment

☐ Send Invoice

☐ Full Payment Enclosed

> ☐ Check made payable to: **Lung Cancer Initiative**

> ☐ Credit Card: ☐ VISA ☐ MASTERCARD ☐ AMEX

☐ Add 4% to credit card payment to help cover the payment processing fee

Name on card

Card #

Amount to charge

CVC Code

Exp. Date

Please mail or email completed form and payment to: Lung Cancer Initiative, 5171 Glenwood Avenue, Suite 401, Raleigh, NC 27612 or email: soehler@lungcancerinitiative.org

Signature

Date

Thank you for considering an in-kind donation in support of a LUNGE Forward event! In-kind contributions help significantly reduce event expenses, allowing more proceeds to go directly toward programs that support those impacted by lung cancer in our community.

Please note that in-kind donations valued at \$1,000 or more (per event) may be applied toward sponsorships. Kindly indicate your preferences below.

In-Kind Donation Information

Total Value of In-Kind Donation: \$ _____

Please indicate the LUNGE event(s) your donation will support below. If more than one event, please indicate how you would like your donation allocated among events in the space provided.

LUNGE EVENT(S): ☐ **Triangle:** _____ ☐ **Charlotte:** _____ ☐ **Greenville:** _____ ☐ **Triad:** _____

Description of product or services donated:

Would you like your donation to count toward a sponsorship? ☐ yes ☐ no

If you select "yes", your sponsorship level(s) will be assigned based on the value of your donation contributed to each event.

Donor/Sponsor Information

Company Name (list exactly as should appear in promotional materials)

Mailing Address (including city, state and zip):

Contact Person

Title

Email

Phone

Website

Logo/Promotions

Please submit **high-resolution logo in .PNG, .JPG OR .SVG formats** to soehler@lungcancerinitiative.org.

Please provide **social media handles** here:

Facebook: _____ Instagram: _____

X: _____ TikTok: _____

If participating as a sponsor, do you plan to exhibit at the event? ☐ yes ☐ no

Do you plan to provide promotional items for survivor swag bags? ☐ yes ☐ no

Please mail or email completed form and payment to: Lung Cancer Initiative, 5171 Glenwood Avenue, Suite 401, Raleigh, NC 27612 or email: soehler@lungcancerinitiative.org

Signature

Date



SPONSORSHIP MATTERS!

Sponsoring a Lung Cancer Initiative event, such as the a **LUNGE Forward Run, Walk and Celebration**, benefits companies in a variety of ways:

- Demonstrates your company's interest in **supporting and sustaining important advocacy work** that furthers lung cancer research and survivorship programming.
- Builds employee morale and company pride while representing your organization's **commitment to social responsibility and the community**.
- **Enhances your organization's image**, prestige and credibility through supporting a cause that your target market finds attractive.
- Serves as an effective marketing tool and can be a means of **accessing a wide range of audiences** such as decision makers in business, government and, of course, patients or customers.
- Builds **recognition for your company as a civic leader** by partnering with a respected advocacy organization that directly funds lung cancer research and awareness programs.

Lung Cancer Initiative has earned **2025 Platinum Seal of Transparency**, the highest level of recognition offered by **Candid/GuideStar**, as well as a **Four Star rating by Charity Navigator**.



LUNG CANCER INITIATIVE
A NETWORK OF HOPE AND ACTION